

## ***Frequently Asked Questions***

### **1. What exactly is Brakes for Breasts?**

Brakes for Breasts is a fundraiser designed for independent repair shops in which 100% of the funds go directly to the Cleveland Clinic Breast Cancer Vaccine Research Fund.

### **2. What is the Breast Cancer Vaccine?**

Cancer Vaccine that has proven 100% effective in preventing Breast Cancer in laboratory animals.

### **3. What does the money we raise actually get spent on?**

Research. Dr. Tuohy's current vaccine specifically targets the triple negative Breast Cancer gene, the deadliest form. Research is currently underway to develop a vaccine suitable for all other types of Breast Cancer and Ovarian Cancer.

### **4. How does the Brakes for Breasts Fundraiser work?**

For the entire month of October, the repair shop receives FREE brake pads or shoes from their vendor, the shop then offers FREE brake pads or shoes to their clients and the client pays for any other necessary parts and labor for that brake job. The shop then donates back 10% to the Cleveland Clinic Breast Cancer Vaccine Research Fund.

### **5. Why would my vendor give me FREE brake pads or shoes?**

First and foremost, to be part of a great cause. Second, you are committing to purchase from your vendor any other parts required for that brake job and any other parts for that same vehicle. In other words, you are committing to an exponential increase in their business that month to offset the FREE brake pads or shoes.

### **6. Do you have a list of participating vendors that I can call?**

Unfortunately, we do not. The vendors vary greatly from one area to another, so it depends on your specific vendor and whether they decide to get on board or not. You can look at the participating shops in your area on the Brakes for Breasts website and call a shop close to you to see which vendor they are working with.

### **7. Do you think we will ever have a national sponsor?**

It is certainly our hope that as we receive more and more attention eventually, we will. We are always taking advantage of opportunities to put ourselves in front of national vendors.

### **8. Will my clients object to supporting a "Cleveland" cause as opposed to something in our own neighborhood?**

Do you remember polio? Most people have a vague notion of it because it was wiped out with a vaccine many years ago. Do you remember where that vaccine was created? Most likely not, because it was irrelevant information. The most important fact is that this is the only vaccine of its kind, which will hopefully eradicate Breast Cancer for every woman in every neighborhood. We very carefully selected a recipient with a proven track record where 100% of the proceeds go to research for the vaccine.

### **9. How do I KNOW for sure where the money is really going?**

All donations are processed electronically via a Cleveland Clinic website specifically set-up for Brakes for Breasts. All donations on this site go directly to The Cleveland Clinic Breast Cancer Vaccine Research Fund.

### **10. If 100% of the funds go direct to research, how is Brakes for Breasts funded?**

The shop owners are responsible for their own marketing for this fundraiser, though every year we make available a host of marketing materials at discounted prices for them. The website, graphic design, trade marking has all been paid for by private donations from shop owners. All man hours are strictly volunteer.

### **11. What if somebody wants to donate money?**

They can go to our website: [www.BrakesforBreasts.org](http://www.BrakesforBreasts.org) and click on the "Make a Donation", this takes them directly to the Cleveland Clinic giving page designated solely for Brakes for Breasts donations.

### **12. Will our shop get credit if they donate online?**

YES! There is an area on the individual donation page where your customers may note your shop name.

### **13. Can I create my own donor page to collect funds so our shop can get credit?**

No. To maintain the integrity of the fundraiser ALL funds go directly to the Clinic. It provides clarity should our process ever be questioned. Your customers have the option to note your shop name if they make an individual donation online.

### **14. Can I put the official Brakes for Breasts donation link on my website, Facebook, Twitter, etc?**

Absolutely, we highly encourage it.

**15. How do I keep track of my brake jobs throughout the month?**

We HIGHLY encourage shops to bill your brake jobs separately. If the client has more than just brake service everything else is billed on a separate invoice. At the end of the fundraiser we bundle them all together and save just in case we should ever be questioned about our donation.

**16. Do you honor additional coupons or discounts on the brake jobs?**

We do not, we explain to the client that in the spirit of the fundraiser we cannot accept additional discounts or coupons in addition to receiving FREE brake pads or shoes. However, they may apply those discounts or coupons to the separate invoice for other services.

**17. How do I calculate my donation amount?**

The 10% donation is calculated from a combination of parts and labor from the brake ticket that the client is paying, BEFORE shop supplies and taxes.

**18. Is my donation tax deductible and how do I get a receipt?**

The Cleveland Clinic is a 501(c)3 nonprofit, tax-exempt organization designated by the Internal Revenue Code. For online donations, you will automatically receive an email that serves as your receipt. Contributions made by check or money order will receive a charitable tax receipt in the mail.

**19. Is there a maximum price for the FREE brake pads or shoes?**

This is completely up to your discretion. In our marketing materials we list a maximum value of \$109.95, so in the event we get a high-end vehicle in we will credit them that amount towards the brake pads or shoes.

**20. Can I use the pink ribbon in our marketing?**

The pink ribbon is NOT a Brakes for Breasts logo and should NOT be associated with the Brakes for Breasts Fundraiser. It is more frequently associated with other charities whose ultimate goal and purpose is not in line with the purpose of Brakes for Breasts. We support research – 100% of every dollar collected goes to research!

**21. How do I go about marketing our Brakes for Breasts fundraiser?**

Once you sign up for the fundraiser go to the Participating Shops Resource Center located on the home page of our website. You will find an editable press release, available marketing materials, downloadable logo and other information to help make your fundraiser successful. Feel free to order any of the marketing there or create your own marketing campaign. Be as creative as you'd like.

**22. With so many shops on board across the country how will I know what's going on?**

The best place to stay "in the loop" is on our Facebook page. So, if you haven't already, please also follow us on Facebook <https://www.facebook.com/brakesforbreasts>. Feel free to post pictures, videos and comments to show other shops what you're up to! We will also send emails out leading up to kick-off Oct 1 through the follow-up after Oct 31. Make sure to list [BrakesforBreasts@gmail.com](mailto:BrakesforBreasts@gmail.com) on your list of accepted emails so we don't end up in your spam folder.

**23. How should we refer to Brakes for Breasts?**

You should always refer to Brakes for Breasts as a "fundraiser"; it is not a marketing campaign. The spirit of this fundraiser is that it is from the heart, because all of us know somebody that has been affected by this horrific disease. By referring to it as a "fundraiser" within your shop it also encourages your Team's involvement to succeed!

**24. What do shops do with the t-shirts, dress shirts and tote bags that are available to purchase?**

There are many variables to this. Some shops have their Team wear their t-shirts every Friday. Some have their Service Advisor and administrative staff wear the pink dress shirts all month long. Some shops hand out t-shirts and/or tote bags to their clients that have gotten brake jobs, and some shops place a tote bag in every vehicle that month as a car care gift. There are many venues, choose the one that best fits your fundraiser.

**25. What do I do with the Press Release?**

The press release is in an editable format so you can easily insert all of your shop info and send it out.

**26. Who should I send the Press Release to?**

Send your Press Release out to any news source, local & major metro newspapers, radio stations, news channels, magazines, etc.

**27. How do I know who to send it to?**

Typically, if you Google the publication or news or radio channel, it will give you a nice large list of contact information complete with email addresses and sometimes fax numbers. Don't just send it to the party who seems most well suited to receive it, send it to every email you can find at that each place. You never know what random person may find it really intriguing and forward to a person who can get you in the headlines!

**28. When should I send my Press Releases out?**

Your print publications should be sent out further in advance than if you are sending to a news station. Start sending to print publications at *least 15 days prior* to the start of the fundraiser. Contact news channels close to the beginning of the month, so in the event you get news coverage your shop is ready and employees sporting their Brakes for Breasts shirts.

**29. How often should I send out Press Releases?**

As often as time allows. Collect all the emails, put them into one big group email, then send it out to the group once a day. You can remove any contact that has already responded. Be sure to put the group addresses in the “BCC” box so it appears to each recipient as though they are the only one receiving it.

**30. Why is it important to send out a Press Release?**

This is your opportunity to help spread the word about Dr. Tuohy and his Vaccine to PREVENT breast cancer. This is also your moment to shine, and show your surrounding community that you are much, much more than the average repair shop. People like to do business with people that care.

**31. Who is this fundraiser NOT for?**

This fundraiser is NOT for people who are not doing this from the heart. Your intentions must be in the right place, and this fundraiser cannot be done for self-serving purposes. KHARMA.

**32. How did you choose the vendors that supply all the marketing materials?**

Any of the vendors that supply marketing materials, t-shirts, totes, dress shirts, etc. MUST offer a good discount to our participating shops and/or donate to the Breast Cancer Vaccine Research Fund. We try to make the process as seamless as possible by offering a “done for you” campaign at discounted prices. We do NOT make any money from the sale of these items.

**33. What is the due date for donations?**

Donations are due by November 30<sup>th</sup>. Our dedicated Cleveland Clinic giving page can be accessed from the Brakes for Breasts website [www.BrakesforBreasts.com](http://www.BrakesforBreasts.com) via the Make a Donation button. Donations received after Dec 31 will be credited to the next year fundraiser.

**Failure to donate may make you ineligible to participate in any or all upcoming fundraisers and you will not be invited to the Cleveland Clinic to meet Dr. Tuohy for the check presentation.**

**34. Is there a finale to Brakes for Breasts?**

ABSOLUTELY! We use an oversized dry erase board check (approx. 2ft x 4ft, your local printers, in most cases, will sell them) when presenting the Grand Total donation check to Dr. Tuohy, his research staff & other Cleveland Clinic personnel. Individual shops may want to purchase their own dry erase check to put their shop’s final number on it and take a picture of their Team holding it! We’d love to see those on our Facebook page!

**35. Can I attend the actual check presentation?**

ABSOLUTELY! Everybody is welcome to attend the check presentation at The Cleveland Clinic. We always send out an email as soon as it is scheduled, and everyone is welcome!

**36. How can I find out more about Dr. Tuohy?**

If you want more information than we even have on our website, check him out via Google or You Tube (Dr. Vincent Tuohy) and you will find all sorts of great information.

**37. What is Dr. Tuohy like?**

Aside from the fact that he’s genius smart, Dr. Tuohy is a fantastic, down to earth gentleman, just the guy next door. His appreciation for what we do is over the top, and his undying PASSION for changing the way cancer is “treated” is never ending! We are truly blessed to be a part of a fundraiser in which we have open communication with the very nucleus of our efforts.

**38. Is there anything else I can do to help?**

YES! We would be ever so grateful if you would make your donation by Nov 30<sup>th</sup> so we can schedule the check presentation in a timely manner. Additionally, be courteous to every other shop that is participated and made timely donations - they are anxiously awaiting the final dollar amount so they can wrap up their fundraiser and celebrate their team’s (and everybody’s) efforts ☺

*We hope this Q & A sheet has helped; we are constantly striving to provide all of our wonderful participants with as much information as possible. We can't tell you all enough how very special you are and how much we appreciate your participation.*

*~ Leigh Anne Best & Laura Frank*